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# THE ARISTOCRATS OF YOUR GARDEN • PATENTED ROSES

*Three Patented Roses of a Variety at Dozen Rate*



**SOUVENIR**

PLANT PATENT  
NO. 25

## TEXAS CENTENNIAL ROSE

(Plant Patent No. 162).

A sport of the noted President Herbert Hoover. It has been thoroughly tested at Cornell University, Iowa State College, Missouri Botanical Gardens and many private gardens. Blooms are large, brilliant vermillion-red, with touch of gold at base of petals, while center of flower shows slight shade of red. As the blooms mature the color slowly changes to a deep rich pink. Produces a delicate fragrance, has nice long stems. Resists heat better than any known Red. Foliage deep green, very healthy, not subject to mildew or black spot. 2-year-old field grown plants, each, 60c; per dozen, \$6.00.

*(Texas Centennial Illustrated Below)*



## TOKEN

(Plant Patent No. 95)

Large, Ophelia-shaped bud. The medium full flowers are a unique color—the glowing tones of a rich sun-ripened apricot without any shading, gradually finishing soft coral—pleasing at all stages. A very free bloomer. Foliage healthy and disease-resistant. Each, \$1.25; per dozen, \$12.50.

## SOUVENIR

(Plant Patent No. 25)

The Golden Talisman. One of the loveliest of Roses. Its bloom is a rich deep golden yellow, and it is a prolific producer of fragrant flowers for cutting. A superb garden variety with all the desirable qualities of the popular Talisman. Each, \$1.00; per dozen, \$10.00.



© 1932

PLANT PATENT  
NO. 30

**Countess Vandal**

## COUNTESS VANDAL H. T.

(Plant Patent No. 38)

Its long, pointed buds are coppery salmon and golden yellow, opening to large, bronzy pink flowers frequently over 5 inches wide. Long, deep petals reflex in a graceful manner, giving it exquisite delicacy of form unapproached by Roses of similar size. Bronzy foliage. Upright, vigorous; prolific flowering habit. Each, \$1.00; per dozen, \$10.00.

We list only four varieties of Patented Roses—however if there is any special Rose that you want we will be pleased to supply it as we have a great variety that we are not listing in this folder.





Ami Quinard



Betty Grace Clark

Varieties marked with an asterisk (\*) are illustrated.

**American Beauty.** Large, globular, crimson buds. A very popular variety which always wins great admiration with its beauty and perfume.

**\*Betty Grace Clark.** One of our best new roses. Fragrant flowers of tawny yellow and apricot. Stems long and stiff, making the blooms excellent for cutting. Very vigorous and free-blooming.

**\*Ami Quinard.** Striking semi-double Rose of very dark crimson-maroon, produce freely on fall, semi-shrubby plants. Buds. Beautiful color. Striking.

**\*Betty Uprichard.** Copper-red buds, opening to semi-double, large blooms of delicate salmon-pink, with reverse carmine having coppery sheen. One of the best bloomers.

**Briarcliff.** Very much like Columbia but a deeper rose-pink. Good growth and free flowering.

**Caledonia.** Modern white Rose with long, exquisitely creamy white buds opening to beautifully shaped, snowy flowers. Plants are very strong and bloom over a long period.

**\*Columbia.** Words fail to do justice to this marvelous Rose. It is a very beautiful peach-pink, deepening as it opens. Superior shaped buds on very long and nearly thornless stems of good length. Very hardy.

**Crusader.** Crimson buds of moderate size and excellent shape.

**\*Cuba.** Orange-scarlet buds, opening to flowers of brilliant orange-vermillion.



Dame Edith Helen



Edith Nellie Perkins

**Daily Mail.** This is a new rose and we think the name should cause you to include it with your order by daily mail. Its blooms are crimson, shaded maroon and vermillion. A very pretty rose indeed.

**\*Dame Edith Helen.** A beautiful shade of clear pink, freely produced on long stems. Grows well.

**Edel.** Huge, very double, snow-white flowers with many curled petals. Free blooming.

**\*Edith Nellie Perkins.** Long-pointed buds, rich orange outside and salmon-pink inside. Fairly double blooms with a golden underglow.

**E. G. Hill.** Great, massive blooms of deep maroon, velvety on inside.

**\*Etoile de Hollande.** (Illustrated on front cover.) Very large, well-built, brilliant red blooms; fragrant. One of the best new garden Roses.

**Frank W. Dunlop.** Deep rose-pink large, pointed buds open to full, fragrant blooms on long stems. Free flowering, strong, healthy grower.

**\*Francis Scott Key.** One of the largest reds. Easy to cultivate. Its color is a beautiful crimson-red, shading to cerise, and it has a profusion of petals opening to a higher center. Thrifty grower. Very hardy. Beautiful foliage. Wonderful for cut-flowers.

**Frau Karl Druschki.** See White American Beauty.

**Gorgeous.** Very double, light yellow blooms, overspread with copper and orange in vivid hues. Good foliage.



Cuba



Golden Dawn

# McCLUNG'S HARDY TWO-YEAR-OLD

## McCLUNG'S PRICES AND CONDITIONS



No. 1 Heavy

To meet the demand for cheaper roses, we are, this year, pricing our roses in two groups and, for the first time, offering No. 2 light plants. However, we strongly recommend the No. 1 heavy plants, as it has been our experience that the difference in price is so small and the chances for results are so much greater that the No. 1 heavy plants are the cheapest in the end.

Both of our grades are two-year-old field grown roses, but there is vast difference in the quality of the plants (see illustrations). Let us caution you about the nursery that offers "strong two-year-old plants" far below the market price. He can ship you two-year-old plants of an inferior grade and still live up to his agreement. If you want good roses that will live and bloom, buy our No. 1 heavy plants.

Prepaid Prices on McClung Roses  
(Except Patented Varieties)

Hardy, Two-Year-Old No. 1, Heavy Grade, 25c Each; \$3.00 Per Dozen  
\$20.00 Per 100.

Hardy, Two-Year-Old No. 2, Light Grade, 19c Each; \$1.90 Per Dozen  
\$15.00 Per 100.



Betty Uprichard



Columbia

**\*Golden Dawn.** A wonderful bedding Rose with massive buds, opening to lemon-yellow flowers of excellent form. Rates high as the best all-round yellow garden Rose.

**Hadley.** A rich crimson-red flower with velvety texture. Moderate in bloom and growth. Highly recommended for cut-flowers.

**Imperial Potentate.** Dark, shining rose-pink, shaded lighter on reverse of petals.

**Independence Day.** Long-pointed buds and double flowers of deep golden salmon, with a tint of copper. Unusually free blooming.

**Joanna Hill.** Very double bloom with Indian-yellow center, surrounded by gold, buff petals.

**Jonkheer J. L. Mock.** Rosy pink, almost silver-white, reverse of petals deep carmine-pink. Blooms of magnificent size on long, erect canes.

**Julien Potin.** A fine clear yellow Rose of vigorous, erect habit, with very shapely flowers of good yellow.

**Kaiserin Auguste Viktoria.** Queen of the white Roses. Pure white, with never a tinge of pink. Splendid large buds and superb, full double blooms. A continuous and profuse bloomer. We consider this rose our very best white. It has been chosen by vote of the American Rose Society as one of the best 12 Roses in America.

**\*Killarney, Pink.** One of the finest pink Roses ever introduced. Especially beautiful in coloring.

**Killarney, White.** Pure white sport of above, and identical in shape and blooming qualities.

**Lady Hillingdon.** Deep apricot-yellow to orange. Long, slender, pointed buds. A very free-flowering variety and a striking decorative Rose. Thrifty, sturdy, spreading growth.

**\*Los Angeles.** Flowers of pale satiny pink, richly shaded with deep rose and gold.

**\*Luxembourg.** Flowers deep orange, much larger than Sunburst. Long-pointed buds on graceful stems. Beautiful foliage. Strong thrifty grower. The best and most beautiful deep yellow Rose we have ever grown.

**Margaret McGredy.** Orange-vermillion blooms with light green, healthy foliage. One of the best for home-gardens.

**Mrs. Charles Bell (Shell-Pink Radiance).** A sport of Radiance and like it except its color—a very even shade of soft, clear shell-pink.



Hoover



Killarney Pink

## HOW TO PLANT

Any good rose is suitable for planting. The first step is to choose a suitable site. The soil should be rich and well-drained. The rose should be planted in a sunny position. The soil should be prepared by digging up the top-soil. Water to settle in hole with



The plant should be planted in a little deeper than the nursery. If used, put it in a hole. After planting, the Rose-bed should be dug too deep enough. During the winter, it is very important to protect the roses. Try to keep the roses from drying out. Do not keep the roses in the time. Rose good drainage is essential.

McClung's roses are shipped in a box. The proper way to plant the next season is to dig the buds in the spring. At the end of the stems back to the roots of the



# R OLD FIELD GROWN ROSES

## RADES



No. 2 Light

## INT ROSES

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## ES

Keep the roots  
moist until  
Roses are plant-  
ed.

Black lines  
show where un-  
pruned bushes  
should be cut.  
McClung's Roses  
are already  
pruned.

Spread out the  
roots so they do  
not crowd.

Don't plant  
too deep; note  
the picture.

Plant in good  
soil where there  
is sunshine at  
least half a day.  
Water well in  
dry weather.

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Mme. Edouard Herriot. The original of all the bright orange-pink varieties.

Mrs. Aaron Ward. Fine fawn-colored buds and open blooms. An excellent buttonhole variety.

Padre. Golden yellow, streaked with orange and red. One of the best new Roses.

Paul Neyron. HP. Produces the largest pink Rose in the world on a long, graceful stem. A half-dozen will make a nice bouquet.



Luxembourg



Los Angeles

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Baby Orleans. The showiest and prettiest of the pink Dwarf Polyantha Roses. This charming variety forms a huge bouquet of small, double, pink Roses from early spring until killing frost.

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Ideal. Produces continually its clusters of small, dark scarlet blooms. A bed or border makes a splendid mass of velvety red color all season.

Katharina Zeimet. Small, very double, pure white flowers in large clusters. Vigorous, faithfully blooming plants.



Rapture



Roslyn

\*Pink Radiance. America's leading Rose, according to the decision of the American Rose Society. It is indeed a beautiful pink Rose, with large-pointed buds of clear, even shade of pink, opening into tulip-shaped blossom on long graceful stems. A very thrifty grower with waxy foliage.

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\*Red Radiance. Beautiful red sport of Pink Radiance and like it except in color. Stands second among the best 12 Roses of its class in America.

Rev. F. Page-Roberts. Double golden yellow blooms. Free blooming in spring and fall.

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Sensation. Scarlet-crimson blooms. Plant strong and very active.

Souv. de Claudius Pernet. The sensation of the day in yellow Roses. Large, sunflower-yellow blooms, perfectly formed; very fragrant. Dark, glossy foliage. Vigorous growth.

Sunburst. Another leading yellow. The color is golden orange and deep yellow, varying at different stages of development.

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White American Beauty (Frau Karl Druschki). This Rose stands at the top of the Hybrid Perpetual group of Roses in America. Long-pointed buds with large, double, pure snow-white flowers. The bud sometimes has just a tinge of flesh-pink as it begins to open, but develops into a pure white blossom. It has held its own in competition with all the new Roses introduced since 1900, and it will take a good one to beat it.

William F. Dreer. Very large buds and flowers of deep rose-pink; highly perfumed. Blooms freely.

Willowmere. One of the lasting old favorites. Produces buds and blooms of soft shell pink with a luminous salmon and yellow glow.



Mrs. Pierre S. du Pont



Radiance—Red

## Our Select Line of Climbing Roses

Climbing Columbia. Sport of Columbia, almost thornless, and excites the admiration of all who see it.

Cl. Francis Scott Key. Sport from Francis Scott Key. One of the largest and best crimson-reds. Our own propagation; no others have it. Thrifty grower. Very thorny. Beautiful foliage. A strong climber and perfectly hardy. The very finest pillar Rose when trained to a stake. You have to see this Rose to appreciate it, for words fail to describe the brilliant color. Blooms monthly.

\*Cl. Kaiserin Auguste Viktoria. The best white climbing Rose. Pure white, shading at base of petals to a light cream; very fragrant.

Cl. Meteor. Large buds and very double blossoms of intense velvety crimson, borne on long stems. Bright foliage of darkest green.

Cl. Red Radiance. A sport of Red Radiance, and like it except that it is a vigorous climber.

\*Cl. Talisman. Same as Talisman, except its climbing habit.

Marechal Niel. This is an old favorite beautiful yellow which still holds its prestige in competition with the many fine new ones. A vigorous climber.

Paul's Scarlet Climber. No other Rose in any class can compare with it for brilliancy of color. The flowers are medium size, semi-double, scarlet, very freely produced in clusters from top to bottom of plant. The very finest pillar Rose when trained to a stake.



Pink Radiance



Cl. Francis Scott Key



Cl. K. A. Viktoria



Cl. Talisman





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Cuba



Golden Dawn



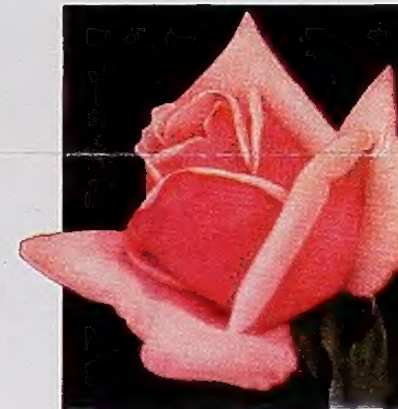
Hoover



Killarney Pink



Betty Uprichard



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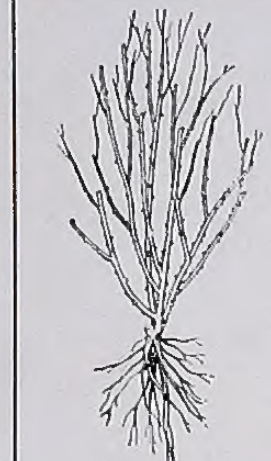
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**Mrs. Charles Bell (Shell-Pink Radiance).** A sport of Radiance and like it except its color—a very even shade of soft, clear shell-pink.



No. 1 Heavy



No. 2 Light

## McCLUNG'S PRICES AND GRADES

To meet the demand for cheaper roses, we are, this year, pricing our roses in two groups and, for the first time, offering No. 2 light plants. However, we strongly recommend the No. 1 heavy plants, as it has been our experience that the difference in price is so small and the chances for results are so much greater that the No. 1 heavy plants are the cheapest in the end.

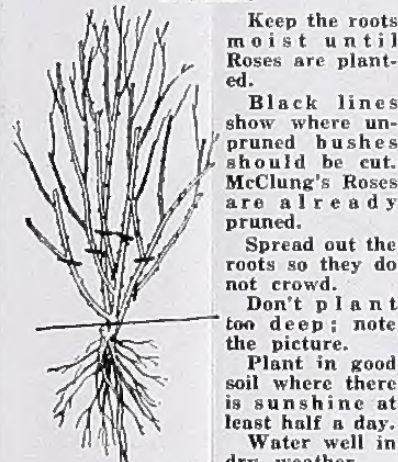
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## HOW TO PLANT ROSES

Any good garden soil is suitable for Roses. Most amateurs make the mistake of enriching the Rose-garden too much. Select a sunny situation away from trees and shrubbery. Spade deeply and make an opening large enough to receive the roots of the plant when spread out naturally. Place the plant in position and fill hole about two-thirds with top-soil. Water well, allow water to settle, and finish fill in hole with soil.

## RULES



Keep the roots moist until Roses are planted.

Black lines show where unpruned bushes should be cut. McClung's Roses are already pruned.

Spread out the roots so they do not crowd.

Don't plant too deep; note the picture.

Plant in good soil where there is sunshine at least half a day.

Water well in dry weather.

The plant should be set a little deeper than it grew in nursery. If any fertilizer is used, put it on top of the bed.

After planting keep the Rose-bed well hoed but do not dig too deep—2 inches is enough. During dry weather it is very important to water the Roses. Try to water them after the fashion of a good rain; allow the surface of the bed to dry, and then cultivate. Do not keep the bed soaked all the time. Roses like water, but good drainage is also essential.

McClung Bros.' Roses are pruned for planting before being shipped. They will need no more pruning the first season. The proper time for pruning is the next season just before the buds begin to swell in spring. At that time cut the stems back to within 5 or 6 inches of the ground.

**Mrs. Erskine Pembroke Thom.** The fine long buds open into perfectly shaped flowers of rich lemon-yellow.

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Rapture



Roslyn

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**White American Beauty (Frau Karl Druschki).** This Rose stands at the top of the Hybrid Perpetual group of Roses in America. Long-pointed buds with large, double, pure snow-white flowers. The bud sometimes has just a tinge of flesh-pink as it begins to open, but develops into a pure white blossom. It has held its own in competition with all the new Roses introduced since 1900, and it will take a good one to beat it.

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Pink Radiance



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Cl. K. A. Viktoria



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Luxembourg



Los Angeles

Varieties marked with an asterisk (\*) are illustrated.

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**Cecile Brunner (Sweetheart Rose).** Small buds and flowers of light pink with yellow base, borne in graceful clusters. Vigorous, faithfully blooming plant. One of the very best Polyanthas for cut-flower use.

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**Golden Salmon.** Bright orange-salmon flowers that come in huge clusters. First really orange Polyantha. One of the best.

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Radiance—Red

## Our Select Line of Climbing Roses

**Climbing Columbia.** Sport of Columbia, almost thornless, and excites the admiration of all who see it.

**Cl. Francis Scott Key.** Sport from Francis Scott Key. One of the largest and best crimson-reds. Our own propagation; no others have it. Thrifty grower. Very thorny. Beautiful foliage. A strong climber and perfectly hardy. The very finest pillar Rose when trained to a stake. You have to see this Rose to appreciate it, for words fail to describe the brilliant color. Blooms monthly.

**\*Cl. Kaiserin Auguste Viktoria.** The best white climbing Rose. Pure white, shading at base of petals to a light cream; very fragrant.

**Cl. Meteor.** Large buds and very double blossoms of intense velvety crimson, borne on long stems. Bright foliage of darkest green.

**Cl. Red Radiance.** A sport of Red Radiance, and like it except that it is a vigorous climber.

**\*Cl. Talisman.** Same as Talisman, except its climbing habit.

**Marchal Niel.** This is an old favorite beautiful yellow which still holds its prestige in competition with the many fine new ones. A vigorous climber.

**Paul's Scarlet Climber.** No other Rose in any class can compare with it for brilliancy of color. The flowers are medium size, semi-double, scarlet, very freely produced in clusters from top to bottom of plant. The very finest pillar Rose when trained to a stake.





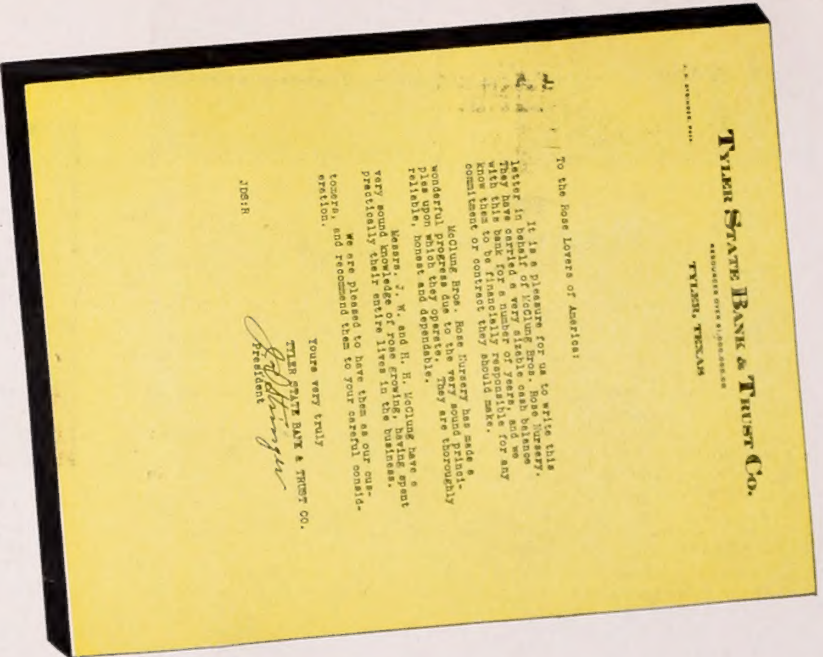


# McClung Bros. Roses Come From the Famous East Texas Fields, the Largest Rose Growing Center in the United States

kraft paper or burlap and are guaranteed to reach you in good, fresh condition. All orders are dug, filled and shipped, as near as possible, the same day received and it is necessary that you state how you want your shipment made, otherwise we shall use our judgment as to the best way, without assuming responsibility. **BUY DIRECT FROM THE GROWERS:** It has been brought to our attention that salesmen are going through the country claiming to represent McClung Bros. Rose Nursery. Let us caution you that we do not employ any salesman or order takers. You deal direct with the grower, when ordering from us, thereby eliminating the extra profit or commission added by salespeople. Our customers get the benefit of these and other savings (by our methods of doing business) through lower prices, as well as better plants. **GARDEN CLUB ORDERS:** If you have no Garden Club or Rose Society in your community, why not organize one? The American Rose Society of Harrisburg, Pennsylvania, will gladly assist you. Also, by ordering 100 or more Roses at one time, we will quote you special prices. The Rose-garden movement is one of the fastest growing movements in America today. Divert your mind from the cares of the world and your own sphere of life by having your own Rose-garden, and even by working it yourself as a hobby. Thousands do. **OUR GUARANTEE—TERMS AND FINANCIAL RESPONSIBILITY:** Read these carefully—satisfy yourself, then mail us your order today.

**LOCATION:** McClung Bros. Rose Nursery is located five miles northwest of Tyler, Texas, on Route 9, right in the very heart of the largest rose growing section of the United States. Here, the climate and soil are most ideal for producing the healthy, hardy plants that bear our label. **TWO-YEAR-OLD PLANTS:** McClung Bros. ship only two-year-old, field grown plants. These plants have been allowed to remain in the field and are not dug until your order is received, thus assuring you of fresh, healthy plants with all of the vitality retained in the plants. **UNDERSTOCK:** All McClung Bros. roses are budded on vigorous, disease-resistant understock, Rosa multiflora japonica and Texas wax. Every operation is under the supervision of experienced and expert rose men, assuring you at all times of stock true to name. **ROSES BY THE CARLOAD:** McClung Bros. are producers of Roses on a very large scale. Under our personal supervision, we grow many carloads of over one hundred varieties, but we have culled the varieties down to a few of the finest and hardest sorts, as described in this folder. **PACKING AND SHIPPING:** Our roses are packed in tightly wrapped, heavy

## The Reliability of a Nursery Should Be Your FIRST Consideration



To the Rose Lovers of America:  
It is a pleasure for us to write this letter in behalf of McClung Bros. Rose Nursery. They have sent us a very sizable cash balance which we have used for a number of months for any other purpose than to be financially sound. A commitment of contract they should make. McClung Bros. Rose Nursery has made a wonderful progress in the very sound principle of operation. They are thoroughly reliable, honest and dependable. They are operated by Messrs. J. W. and H. H. McClung, who are very successful in the rose growing business. We are pleased to have them as our customers and recommend them to your careful consideration.

Yours very truly  
TYLER STATE BANK & TRUST CO.  
J. W. McClung  
President

### OUR GUARANTEE

We guarantee all our Roses to be true to name and, on proper proof, will replace any that are not, but will not be responsible beyond replacing the plants. Our plants are also guaranteed to reach you in good condition in every respect, or your money will be refunded, if you do not care to have additional plants to replace them.

### OUR TERMS

Cash must accompany all orders as we have no Credit Department and would only have to add to our prices to sell on terms. So send Currency, Post Office or Express Money Order, or personal check. No orders will be accepted for less than \$1.00, unless 25 cts. extra is included for packing and postage.

### REFERENCES

Chamber of Commerce,  
Tyler State Bank & Trust Co.,  
Citizens National Bank,  
or any other business house of Tyler, Texas.  
Also our customers (names of some near you sent on request).

## McCLUNG BROS. ROSE NURSERY

J. W. McClung, Owners, H. H. McClung  
Route 9  
Phonics 9070-F2, 9070-F3  
TYLER, TEXAS



Hints on  
Care and  
Culture  
of  
Roses

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from...

McClung Bros.  
ROSE NURSERY  
TYLER, TEXAS

RETURN POSTAGE  
GUARANTEED

Etoile de Hollande



WASHINGTON, D. C.

U. S. DEPARTMENT OF AGRICULTURE,

BUREAU OF PLANT INDUSTRY  
Fruit and Vegetable Crops and Diseases

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